

Art Alliance of Idyllwild Board Meeting

Date: Saturday, October 30, 2016

Purpose of Meeting: General Board Meeting **Location:** Library

Members present:

Board Member	Present?	Board Member	Present?
Shanna Robb	Yes	Darcy Gerdes	No
Byron Ely	No	Zack Steinhaus	Yes
Erin O'Neill	No	Peter Szabadi	Yes
Jacque Swerdfeger	Yes		
Del Marcussen	Yes		

Notes transcribed by: Shanna Robb

Quorum Met? Yes 5

Other Present: Dave Robb, Member of Nominating Committee

Meeting called to order at 10:35am by Shanna, President of the AAI

Approval of minutes: September 2016 General Board meeting minutes were approved via email and posted on AAI website.

Nomination Update: Nominations closed October 15th. Six nominees were presented. Two elected not to accept the nominations. Four nominees completed the nomination process which included written answers to three questions posed by the nomination committee and a conference call interview. Slate of candidates include Jerry Baccaire, Judy Hoyt, Martha Lumia, and Rob Padilla. Voting process will be opened to membership this coming Monday, October 31st. Slate of candidates and voting process were reviewed during executive session on October 29th. Revised board members staying on the board until the end of 2017 include Peter Szabadi, Jacque Swerdfeger, Zack Steinhaus, and Shanna Robb.

Art Walk and Wine Tasting Update: Notes for next year's event team are being collected by Shanna with the assistance of the 2016 committee. As a whole, the 2016 Art Walk and Wine Tasting was a successful fundraiser and the collaboration with the Associates of IAF was great. The net proceeds will be announced once final invoices are received followed by 40% of the net proceeds being gifted to the Associations of IAF. Current gross revenue for the event is tracking around \$38K, which is \$7K higher than the year prior. This will be a record year.

There were two pouring locations that were found giving away liquor of their own on the day of the event, which could jeopardize the ABC licenses for the event. This will be added as a caution for next year's event team. **Action:** Shanna to follow-up on two outstanding invoices and then announce net proceeds via a press release. **Action:** Erin to forward Shanna site visit notes which will be added to notes for next year's committee.

Mingle / Collection of Art Supplies for HELP Center: The mingle at Café Aroma had over 50 attendees. Collection of art supplies was very successful at the mingle, but very few additional supplies have been dropped off at Café Aroma or the Idyllwild Library outside the mingle. Collection boxes will be retrieved this coming Monday and the HELP Center will count the donations. The HELP Center services over 100 local children and supplies collected will be used for holiday, birthday, and back to school gifts. **Motion** by Del and seconded by Zack to spend an additional \$500 on art supplies to be gifted to the HELP Center for these causes. **Vote** 5 favor 0 oppose 0 abstain – MOTION PASSED **Action:** Shanna to purchase \$500 worth of art supplies for the HELP Center, submit invoice for reimbursement, and schedule to take a picture for the Town Crier.

Deer Maintenance: With exception of three deer (Darcy's, Helen's, smARTS), all deer needing maintenance have been completed. Dave Robb is in process of applying final coat of clear sealant. Checks for those wishing to be paid have been issued and will be mailed once all W-9s are received. A yearly maintenance calendar for the deer is recommended. **Action:** Darcy to complete maintenance on her deer and the smARTS deer along with following up with Helen. **Action:** Dave to finish clear coating all deer with exception of the three deer listed here.

W-9: Shanna and Del reminded board that, per our enrolled agent, receipt of completed W-9 forms must be received before giving out checks.

Gallery Roundtable: Update on gallery meeting led by Erin and Byron tabled because neither were present. **Action:** Erin to work with Byron in presenting a written proposal to be emailed to the board prior to November board meeting.

San Jacinto Focus Group: Zack provided brief overview and will continue to be main contact for both organizations off the hill that are working to form art coalitions.

Treasurer Report: A review of the P&L YTD compared to 2015 was completed. Sales taxes have been paid. Total income YTD is \$68,789 versus \$67,182 in 2015. Total expenses YTD is \$60,583 versus \$41,184 in 2015. The current YTD expenses include \$8,094 in contributions (\$0 in 2015), new gallery walls/lighting/signage, deer maps, and gallery guides. Bank Balance YTD is \$52,992.93 (which includes income from the Art Walk and Wine Tasting). All agreed that, even after giving the Associates of IAF 40% of the net proceeds from the Art Walk and Wine Tasting, that a plan for additional sources of funding as outlined in our mission will need to be addressed.

Upcoming Events:

- **Halloween Carnival:** Shanna is leading and Zack has offered to assist. Have five volunteer face painters.
- **Mini Show / Art*Gift*Love Show:** We have 20 AAI artists registered for Mini Show and over 30 AAI Artists for the Art*Gift*Love Show. A poster is currently being printed.
- **Tree Lighting Booth:** We did not get enough interest from membership, so will not be participating this year.

Membership: Jacque shared that she has been contacting members whose memberships have lapsed. We currently have 9 lapsed memberships due to being off the hill, sickness, lack of funding, etc. She is putting notes in the system for those she is still working with, suspending

those memberships not being renewed, and is going to be creating a welcome letter for new members. Out of the 12 new members in the past 30 day, we have our first \$1000 Diamond Level Member and several new artist members. Zack also attended a show opening at the Bake Shop and has been asked to set up a meeting. **Action:** Shanna, Zack, and Jacque to coordinate schedule to discuss membership with Bake Shop.

Other:

- Middle Ridge Jury Process closes on the 4th. While they don't have a contract with the AAI, they continue to feature AAI artists only in their rotating shows.
- There was a question about whether the August Jazz expenses have been finalized. **Action:** Del to reach out to Erin to confirm.
- Storage keys will need to be collected and lock changed at end of the year. **Action:** To be scheduled.
- We received three outside requests to share information and events with our membership via email. It was discussed and agreed upon that we would only send out information hosted by or featuring AAI Artists only. **Action:** Shanna to send out email to the three requestors on behalf of the board.
- New gallery guides have been received.
- Next board meeting Saturday November 19th from 10am-11:30am.

Meeting adjourned at 11:45am by Shanna.